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BACKGROUND AND STATUS OF 4-H CLUB CALENDAR AUTHORIZATIONS

May 1956

I. Authorization of Calendars

- A. By Act of Congress, only duly authorized persons, companies, or institutions may use the name and/or emblem of 4-H Club work (including calendars).
- B. The Extension Committee on Organization and Policy, in April 1953, recommended to the Secretary of Agriculture that only a limited number of 4-H Club calendars should be authorized and these only on the basis of very high standards of quality and distribution performance.

At this same meeting, ECOP recommended that no State or county extension service should issue or authorize a 4-H Club calendar. These two actions stand as approved Extension policy on this date.

- C. The following concerns now possess authorization to use the 4-H name and emblem on calendars. The date of authorization for each is shown.

<u>Company, Organization, or Individual</u>	<u>Date First Approved</u>
1. Brown & Bigelow St. Paul, Minnesota	December 4, 1947
2. Gerlach-Barklow Co. Joliet, Illinois	July 23, 1946
3. Gettier-Montanye, Inc. Glyndon, Maryland	February 3, 1947 Currently under re- negotiation
4. Thos. D. Murphy Co. Red Oak, Iowa	September 1, 1939
5. Shaw-Barton Inc. Coshocton, Ohio	April 15, 1948
6. Custom Cal Company Atlanta, Georgia	December 17, 1954

## II. Conditions of Authorizations

All calendar illustrations, promotional materials and text are supposed to be submitted in advance of printing for approval to the Administrator, Federal Extension Service, U. S. Department of Agriculture.

Calendar sales representatives should consult the State extension director or his representative before sales are made in a State and should consult the county extension office before offering the calendar for local sale or distribution.

County extension agents are not expected to promote sales of calendars. They may advise sales representatives of the number of 4-H members and leaders in their county, and they may give counsel about possible interested purchasers or sponsors. They should give equal consideration (on request) to any or all of the company representatives unless some give evidence of unethical or undesirable practices.

The major purpose of authorizing the use of the 4-H Club name and emblem on calendars is to promote a public knowledge, interest and support of Extension youth programs. If calendars are attractive and create a favorable reaction, we may be justified in continuing to authorize the use of the 4-H name and emblem on them. If, however, the sales and distribution process creates more ill will than good will, it may become necessary to change the present policy.

## III. Special Considerations

All six of the concerns listed above, have voluntarily agreed to contribute 10 percent of the royalties on gross sales to the National 4-H Club Foundation for development of the National 4-H Club Center.

No company may claim an exclusive 4-H Calendar franchise or claim to have the National 4-H Calendar. It is considered satisfactory to use terminology such as "an approved National 4-H Club Calendar."





